

Jus Agency: Marketing & Business Support

Services Deck 2024



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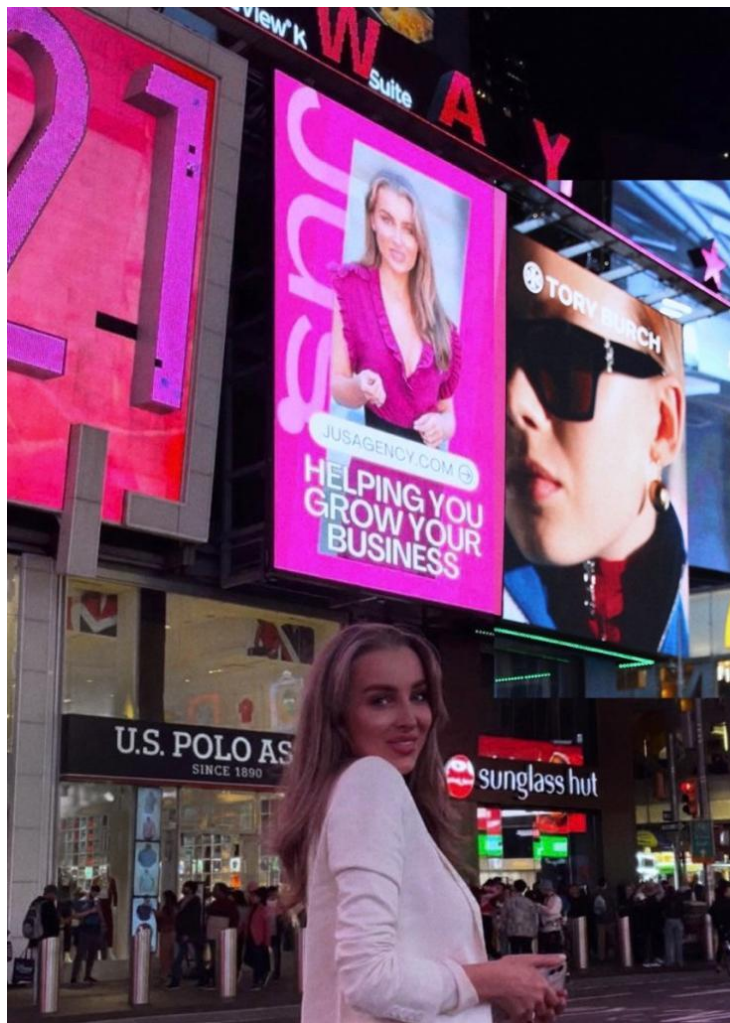
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ABOUT US: JUS AGENCY

OUR STORY

At Jus Agency, our focus is on driving growth for our clients. Our goal is to support them in launching, expanding, and scaling their businesses through expert marketing strategies and team hires.

Our story began with the launch of an e-commerce brand by our founder, Julia Ager, in 2016. With over a decade of marketing expertise, the project quickly expanded and evolved into consulting with London-based tech, B2C, and e-commerce startups.

Today, Jus Agency is a dedicated and talented team of specialists serving a wide range of clients globally. Recently, we marked our three-year anniversary with a memorable billboard activation in [New York's Times Square](#), signaling a new era of growth for both our agency and our clients.

SERVICES SUMMARY

HOW WE CAN HELP YOUR BUSINESS GROW

Strategic Result Driven Marketing

If you're looking to grow in your local market or looking to expand to a new market - the best results start with a solid strategy. We can help you drive real results. Our JusX Strategy Framework combines years of support and thought leadership from the greatest marketers in the world.

Execution Team: Fractional CMO & Expert Marketing Managers

Use our in-house team as an extension of your or let us find you the perfect addition to your growing business through our expert team hires.



Jus Agency: Marketing Strategy

STRATEGIC MARKETING

MARKETING ACCELERATE PLAN

Perfect for entrepreneurs or solo teams who aren't sure where to start or are stuck with their marketing.

Deliverables

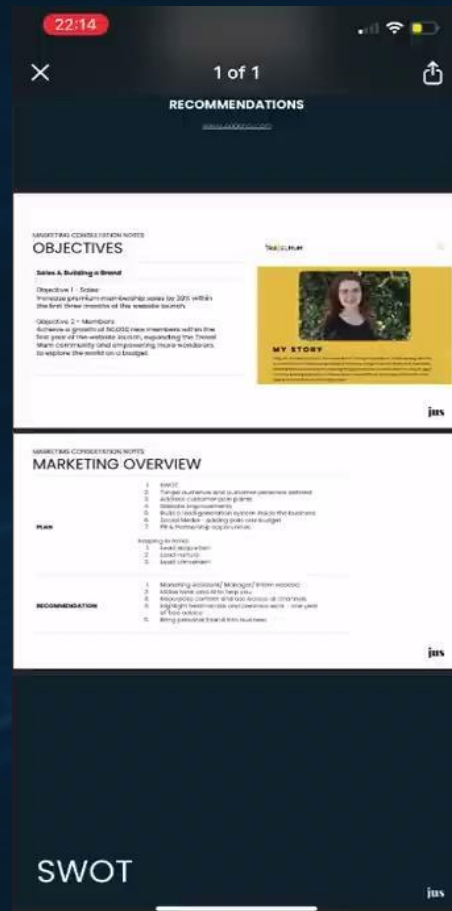
- Review of your current marketing plan
- 25+ slides Customised Marketing Plan tailored to your business, budget and timeline including:
 - SWOT analysis
 - Target audience customer persona creation
 - 3- 4 week action plan with Marketing recommendations and growth hacks
 - Promotional campaign creation
 - 60 minute consultation delivery call with strategist, Julia Ager
 - 30 minute follow-up call to track progress and ensure the desired outcomes are achieved

You'll also get:

- 100+ ready to use lead generation email sequences
- 2023 AI tools cheatsheet
- ChatGPT for Small Businesses Workshop recording

Timeframe: 7 days

Investment: \$990



STRATEGIC MARKETING

STRATEGY PROJECT

The ultimate and best starting point for businesses looking to grow or launch, make the most impact and get the most from their ROI.

The Process:

- Onboarding and Kick-Off call
- Strategy Development:
 - Market, Customer and Competitor Research & Analysis:
 - Marketing Strategy:
 - Messaging and brand overview
 - Tailored plan with a timeline, project breakdown, aligning with your objectives, resources, and budget
 - Measurement, Tools & Systems:
 - Training on leveraging AI tools
 - Tips on optimizing team and budget efficiency
- Implementation Brief for Your Team:
 - Live step-by-step briefing for all marketing elements (website, customer journey, lead generation, social media, partnerships, email and more.)

Deliverables:

- 90-minute delivery meeting
- 70+ slide presentation deck with supplementary documents
- Post check-in consultation

Timeframe: 2 Weeks

Investment: \$2,800



Jus Agency: **Fractional CMO**

STRATEGIC MARKETING

FRACTIONAL CMO

Embark on a journey of marketing transformation without the commitment of a full-time Chief Marketing Officer (CMO). Our Fractional CMO Service is designed to provide strategic leadership and expertise precisely when your business needs it.

- **Tailored Marketing Leadership:** Bringing over a decade of international marketing expertise, I offer personalized leadership to navigate your business.
- **Strategic Planning and Execution:** Craft and execute comprehensive marketing strategies tailored to your unique business needs.
- **Team Building and Empowerment:** I specialize in creating systems, processes, and automation to enhance efficiency and streamline operations.
- **Global Experience and Network:** With a proven track record of successfully working with over 500 clients, I bring a wealth of experience and a broad sector knowledge that spans the global market.
- **Business Transformation:** Transform your business structure and marketing approach for sustained success. I guide major national and global campaigns, negotiate contracts, and ensure your business stays ahead of marketing trends.

Timeframe: Ongoing retainer support

Investment: From \$1,200/ month



Jus Agency: **Marketing Team**

INTERNATIONAL EXPERTS

THE AGENCY TEAM

Our wider agency team consists of result driven experts to help you execute and can work alongside your existing team.

- Marketing Experts
- Google Paid Ads Expert Team
- Project Managers
- Web Developers

You'll find our remote team in London, Toronto, Johannesburg, Dubai and Mexico City; allowing us to work across time-zones.



amazon advertising



HubSpot
Academy



Investment: Rates start at \$35/ hour with retainer hours set

Google Ads: Campaign Management

GOOGLE ADVERTISING

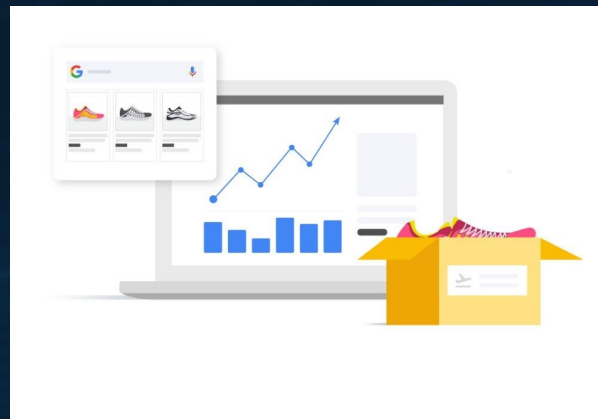
CAMPAIGN MANAGEMENT

One of the quickest ways to get your business in front of your target audience to grow your bottom line is through Google Ads. Our team are fully certified and constantly continuing relevant advertising training to ensure we're always up to date on the latest search strategies & tactics. This means your campaigns are in good hands.

What to Expect

- | | |
|---------------------------------------|---|
| 1. Kick Off Consultation & Onboarding | 5. Tracking - ROI focused approach |
| 2. Website Improvement Suggestions | 6. Campaign Bid Management |
| 3. Extensive Keyword Research | 7. Custom Weekly & Monthly Reporting |
| 4. Ad Copy Creation & Testing | 8. Daily Optimization, fine tuning and guidance |

Investment: \$500 / month up to \$2,000 Google Ad Spend



Portfolio

PORTFOLIO

PRIVATE HEALTHCARE LONDON

PROJECTS

Marketing Strategy & Management: Web development, SEO, content creation, email marketing, social media management, graphic design, clinic location launch project: in-clinic branding & digital billboards

Business Support: Business Operations Review, staffing and recruitment, B2B Business Development Strategy.

KEY RESULTS

35% of sales revenue attributed to email marketing campaigns over a 2-month period, sales of 1.5million GBP

Customer service overhaul, including new processes and team: average handle time decreased by 220%

First page ranking on 50 key search terms, resulting in a 26% increase in traffic

CLIENT TESTIMONIAL

"Julia added incredible value to the business. She developed a robust Marketing strategy and managed its full implementation, and was a key team member in other aspects of the business. The team understood our complex brief and went out of their way to meet tight deadlines and work within the budget."

Dr Ali, CEO, Private Health Clinic



PORTFOLIO

ECOMMERCE

PROJECTS

Marketing Strategy & Management: website management and development, SEO, corporate identity and branding, email marketing, ad campaigns

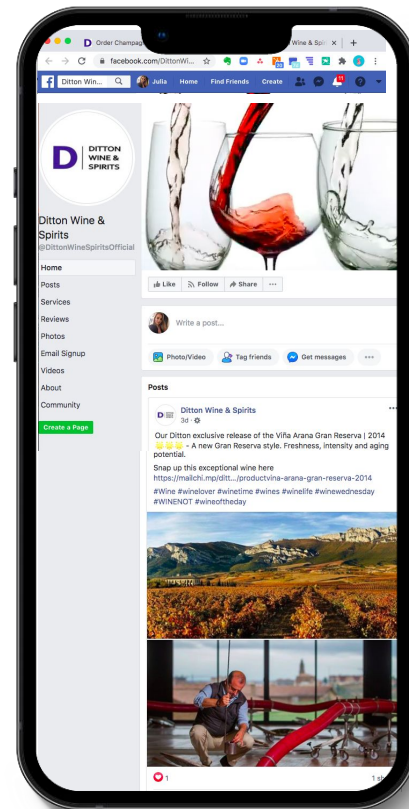
KEY RESULTS

- Subscribers increased by 87% (2022 vs 2023)
- Conversion rate increased 31%
- Product email campaigns have increased the revenue generated by 416%

CLIENT TESTIMONIAL

"Julia, Lindsey and the team have been fantastic from the start. I've felt that throughout every project, they prioritise driving the best possible results for my business. Knowledgeable, strategic and very hands on, they go the extra mile to ensure everything runs smoothly while keeping me in the loop. Having the extended team is also a great bonus and allows us to work on multiple projects quickly.."

Mark Schuringa | Managing Director | www.dittonwineandspirits.com



PORTFOLIO

WEB3 VERIFICATION

PROJECTS

Marketing Strategy, Marketing Consultancy, Web Development, Marketing Project Management and Team Hires

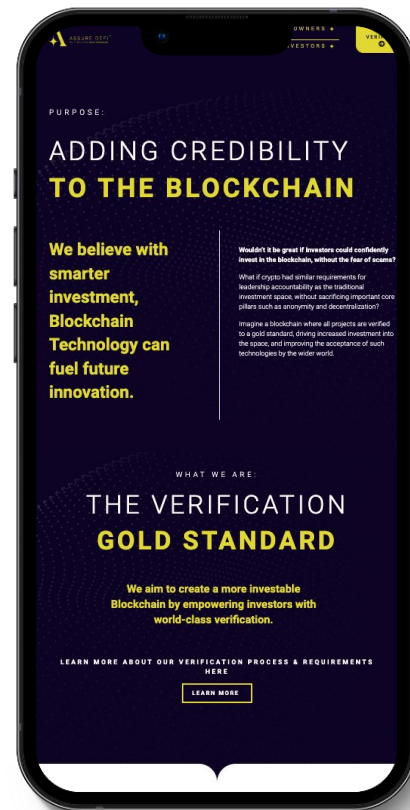
KEY RESULTS

- Website launched August 2022
- Internal Restructure complete
- Three team members onboarded

CLIENT TESTIMONIAL

"Julia did a great job. She's extremely professional with her approach, data-oriented & obviously has a strong understanding of branding, marketing & social media outlets. She was a strong communicator, provided us with a roadmap for marketing success. It was worth the price we paid to ensure that our future time & money put toward marketing efforts would be well spent and achieve the results we want. Highly recommend!."

Chapo | CEO | www.assured defi.com



PORTFOLIO

EDTECH

PROJECTS

Marketing Strategy & Management: web development, email marketing, ad campaigns, content creation and B2B lead generation.

Business Support: Admin team managing customer service.

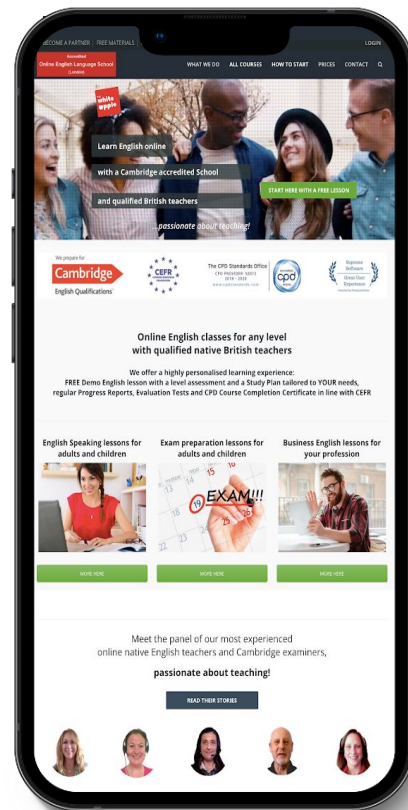
KEY RESULTS

Total increase in sales by 110% in 2022 attributed to marketing.

CLIENT TESTIMONIAL

"I highly recommend Jus Marketing for any digital marketing project. We've used their services for Social Media marketing strategy and implementation across a number of channels, and also SEO and content management for our WordPress website. Outstanding job, done with a great attention to detail"

Ruth Martins | Executive Director | www.thewhiteapple.com



PORTFOLIO

HEALTH & WELLNESS

PROJECTS

Marketing Strategy & Management: social media marketing, partnerships, B2B lead generation: corporate speaking engagements and Instagram campaign collaborations.

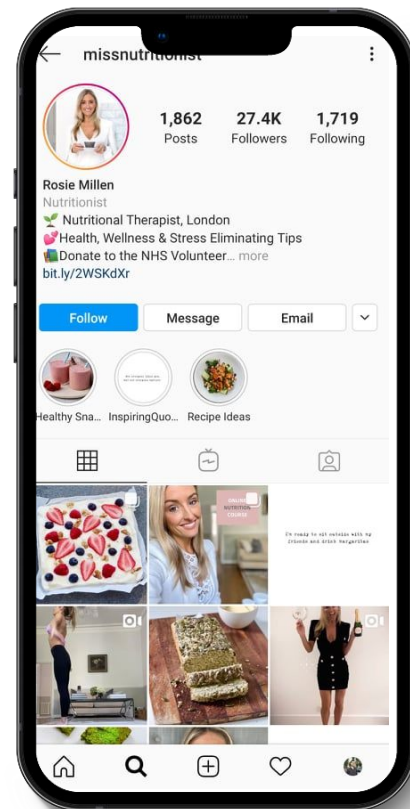
KEY RESULTS

- Above industry average response rate on lead generation (30% vs. avg 13%)
- 10 successful brand collaborations and 35% increase in corporate sales

CLIENT TESTIMONIAL

"I've seen amazing results in my business growth after a new marketing strategy that was put together by Jus Marketing. Julia has been great and is a constant flow of ideas and practical knowledge, and I've always been able to rely on her to develop and optimise effective marketing projects".

Rosie Millen | CEO | www.missnutritionist.com



PORTFOLIO

SERVICE AD AGENCY

PROJECTS

Marketing Strategy: 'Workplace by Facebook' Launch, live & streamed events in New York and London, SEO, content creation, showreel creation, email marketing & more.

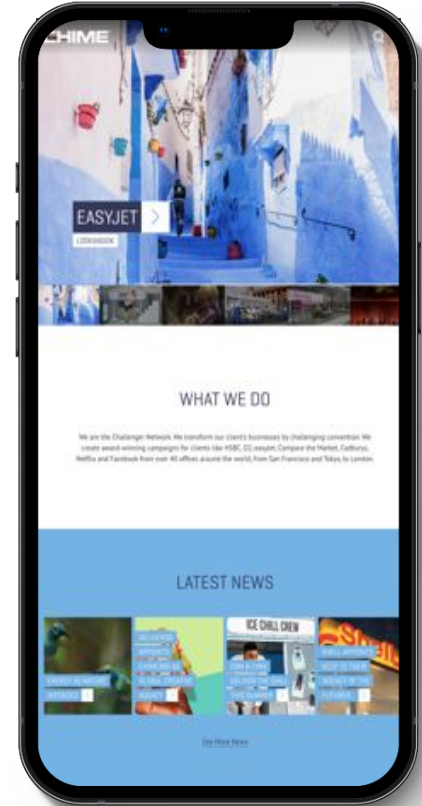
KEY RESULTS

- Workplace by Facebook results: 70% agency staff onboarded
- Staff engagement increased by 150%
- Email open rate increased by 225%

CLIENT TESTIMONIAL

"We've worked with Julia for a couple of years now, she's brilliant and lead a diverse range of marketing activity for us from the launch and marketing strategy for our internal platform, Workplace by Facebook, to project managing a team to deliver large scale international events. She's dynamic, reliable and resourceful."

Jo Parker | COO | www.chimegroup.com





What Our Clients Say:

"I choose to work with Jus Agency because of the immense amount of value they add, the level of competency is off the charts."

Sharif Sayed, Director, StaffDNA, New York

Let's Talk

Get in touch so we can learn more about
your business and project.

Julia Ager

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